

Set up Idea's

RJR Co-Marketing Accrual Program

1994

(Preliminary Outline)

Program

Qualifying retailers will accrue incremental promotional dollars each month, based on a pre-determined industry volume grid.

- > Dollars can be used for "custom tailored" promotions with the brand to be determined bases on growth potential. full price brands only.
- > Flexibility to determine what (brands) and what timing.

Requirements

All Pack Outlets

1. Full Price Display
2. Savings Display With Signage
3. Enhanced Signage

Note: The Co-Marketing Accrual Program is in addition to RJR national promotions to be worked in Drug Fair Stores during 1994

Financial Implication

<u>RJR Co-Mktg Accrual</u>	<u>Drug Fair Match</u>	<u>RJR Match</u>	<u>Maximum Potential*</u>
\$78	\$39	\$39	\$156

*per store/per month

Drug Fair Annual Potential
(21 stores)
1994

<u>RJR Co-Mktg Accrual</u>	<u>Drug Fair Match</u>	<u>RJR Match</u>	<u>Maximum Potential</u>
\$ 19,656	\$ 9,828	\$ 9,828	\$39,312

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